

REMARKS

Status of Claims:

Claims 3-4, 7-8, and 11-12 are cancelled. Thus, claims 1-2, 5-6, and 9-10 are present for examination.

Acknowledgement of Priority Document:

The Examiner marked boxes 12) and 12) a) of the Office Action Summary of the present Office Action to indicate acknowledgement of a claim for foreign priority. Applicant believes that box 12) a) 1 should also have been marked by the Examiner to acknowledge that the certified copy of the priority document has been received.

Thus, applicant requests that the Examiner acknowledge receipt of the certified copy of the priority document.

Claim Rejection Under 35 U.S.C. 102:

Claims 1-2, 5-6, and 9-10 are rejected under 35 U.S.C. 102(b) as being anticipated by Nakamura (U.S. Patent No. 5,987,424).

With respect to claims 1-2, 5-6, and 9-10, as amended, the rejection is respectfully traversed.

Independent claim 1, as amended, recites an advertisement system comprising:

“a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal, and capable of **automatically** displaying an advertisement on said display when said display is operating in a standby mode;

a terminal management device for managing said portable telephone communication terminal; and

an advertisement broadcast device for storing advertisement data provided by an advertisement broadcaster,

wherein said terminal management device comprises:

notification means for, when a registration request including first information representing that said portable telephone communication terminal is an **automatic** advertisement display terminal and second information representing an advertisement broadcaster designated by said portable telephone communication terminal is issued by said portable telephone communication terminal, notifying said advertisement broadcast device of the registration request including the first information in accordance with the second information,

registration means for registering the first information and the second information when said advertisement broadcast device sends registration acceptance in response to the registration request notification from said notification means, and

display control means for, when advertisement data is received from said advertisement broadcast device which is a registration acceptance notification source, transmitting the received advertisement data to said portable telephone communication terminal on the basis of the registered first information and the registered second information, and

wherein the portable telephone communication terminal is configured to **automatically** receive the advertisement data from the terminal management device and is configured to **automatically display** the advertisement data on the display of said portable telephone communication terminal when said display is operating in said standby mode.” (Emphasis Added).

An advertisement system including the above-quoted features has at least the advantages that: (i) a portable telephone communication terminal is capable of **automatically** displaying an advertisement on a display when the display is operating in a standby mode; (ii) a terminal management device comprises notification means for, when a registration request including first information representing that the portable telephone communication terminal is an **automatic** advertisement display terminal and second information representing an advertisement broadcaster designated by the portable telephone communication terminal is issued by the portable telephone communication terminal, notifying an advertisement broadcast device of the registration request including the first information in accordance with the second information; (iii) the terminal management device further comprises display control means for, when advertisement data is received from the advertisement broadcast device which is a registration acceptance notification source, transmitting the received advertisement data to the portable telephone communication terminal on the basis of the

registered first information and the registered second information; and (iv) the portable telephone communication terminal is configured to automatically receive the advertisement data from the terminal management device and is configured to automatically display the advertisement data on the display of the portable telephone communication terminal when the display is operating in the standby mode. (Specification; abstract; page 3, line 24 to page 4, line 15; page 5, lines 5-22; page 7, lines 10-21; page 10, lines 5-25; FIG. 2, references S5, S6, S8, and S9).

Nakamura neither discloses nor suggests an advertisement system including the above-quoted features in which a portable telephone communication terminal is configured to automatically receive advertisement data from a terminal management device and is configured to automatically display the advertisement data on a display of the portable telephone communication terminal when the display is operating in a standby mode.

Instead, in the system of Nakamura, in order to start transmission of advertisement information from an advertisement apparatus 6 to a subscriber telephone set 1, an exchange 4 must ring a bell of the subscriber telephone set 1 and a responding operation of the subscriber telephone set 1 must be received by the exchange 4. (Nakamura; column 24, line 48 to column 25, line 15; FIGs. 2, 22, and 23, references 1304, 1307, 1308, 1312, and 1313). The method of Nakamura will now be described with reference to FIGs. 22 and 23 of Nakamura to show that the method of Nakamura does not allow for automatically receiving and automatically displaying advertisement data on a display when the display is operating in a standby mode.

In step 1304 of Nakamura, the exchange 4 provides a visual display on the subscriber telephone set 1 indicating that advertisement information is ready to be transmitted to the subscriber telephone set 1 and the exchange 4 rings a bell of the subscriber telephone set 1 in a tone different from that of a bell sound for an ordinary telephone call. (Nakamura; column 24, lines 48-54; FIG. 22, reference 1304). In step 1307 of Nakamura, it is determined whether or not a responding operation of the subscriber telephone set 1 is received in response to the ringing of the bell. (Nakamura; column 25, lines 10-11; FIG. 22, reference 1307). For example, a user may perform a responding operation with the subscriber

telephone set 1 by answering the call from the exchange 4 when the bell is ringing. When a **responding operation** of the subscriber telephone set 1 is received in step 1307 of Nakamura, the exchange 4 connects the subscriber telephone set 1 and the advertisement apparatus 6 to each other in step 1308 to establish a communication state and **starts transmission** of advertisement information from the advertisement apparatus 6 to the subscriber telephone set 1. (Nakamura; column 25, lines 10-15; FIG. 22, reference 1308).

Thus, in the system of Nakamura, in order to start transmission of advertisement information, a bell must ring at the subscriber telephone set 1 and a responding operation to the bell must be received by the exchange 4. (Nakamura; column 24, line 48 to column 25, line 15; FIGs. 22 and 23). Such **ringing of a bell** and the need to **respond to the bell** each time advertisement information is to be transmitted in the system of Nakamura may be annoying to a user. In contrast, an advertisement system of the present claim allows for a portable telephone communication terminal to be configured to **automatically** receive advertisement data from a terminal management device and to be configured to **automatically display** the advertisement data on a display of the portable telephone communication terminal when the display is operating in a standby mode.

Therefore, independent claim 1, as amended, is neither disclosed nor suggested by the Nakamura reference and, hence, is believed to be allowable.

Independent claim 5, as amended, recites an advertisement display method with features similar to features of an advertisement system of independent claim 1 and, thus, is believed to be allowable for at least the same reasons that independent claim 1 is believed to be allowable.

Independent claim 9, as amended, recites a storage medium storing an advertisement display program for causing a computer to execute a process with features similar to features of an advertisement system of independent claim 1 and, thus, is believed to be allowable for at least the same reasons that independent claim 1 is believed to be allowable.

The dependent claims are deemed allowable for at least the same reasons indicated above with regard to the independent claims from which they depend.

Conclusion:

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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